



11/2/17

GR DIGITAL

Treasurer's Website Review Agenda

REVIEW AND ANALYTICS

- Website Redesign presentation
- Tone and Voice
- Citywide data
- Treasurer's Department data

PRIMARY AUDIENCES

- Residents
- Homeowners
- Businesses

CONTENT

- Why do users need the thing they're looking for?
- Services, Guides, and Other Pages

PRIMARY SERVICES & GUIDES

- Homeowner Payments
- Property Taxes
- Parking Violation Fees and Policies

PAIN POINTS

- Pain points for external users
- Pain points for internal users

NEXT STEPS

- GR Digital - Department Content Report
- Business discovery copywriting with liaisons/division staff